f. GAO/Japan

From: WBURRELL--VUS0212A Date and time 04/09/91 17:58:1
To: JGOODHEA--VHK0852A Jan Goodheart

From: Wendy Burrell
Subject: Responses Paper

Jan:

Below please find my comments on the draft responses, in order of appearance in the text. All page numbers are referenced by me as X/18, corresponding to your fax numbering. For example, 1/18 is the first page of the response, entitled " Restrictions on Cigarette Advertising and Promotional Activities in Japan".

1/18 I do not understand the reference to the "Super 301". While as I recall our action was not part of that large US undertaking, I believe that the intent was to say that advertising issues were not a part of the tobacco 301 action.

5/18 Wouldn't it be an opportunity to reinforce the restrictions currently in place in Japan in addition to those laid out in the response? For example, the limit on GRPs and the voluntary reduction could be noted. Also the requirements to place a warning label and minors legend for television and cinema, and the HWL, minors legend and constituent numbers for press, outdoor and POS could be added to the response.

10/18 It seems to me that the answer about the magazines with readerships of primarily women and minors could be strengthened to include mention that there have been no infractions or other compliance problems with the code in this respect.

12/18 I agree with your point that it seems a bit odd not to have copies of our TV ads. Perhaps it should be explained that it would take quite some time to gather the information on the times, dates and programs for the ads.

12/18 I would turn the answer about the prohibition of ads on public stations around to say that public television stations do not accept commercial advertisements for any products -- not singling out cigarettes. Likewise, I would answer the question for private stations by saying that they accept commercial advertisements for a wide variety of products, and repeat the restrictions for tobacco ads. Are there other product categories that have similar fringe time restrictions? Should they be mentioned?

14/18 I was under the impression that a library of video tapes existed for monitoring purposes. Was I wrong in that assumption?

14/18 If possible, I think some explanation of the trend in GRPs presented in the table should be offered. Do we only have access to the Tokyo numbers? Would a broader measure yield different numbers?

16/18 Is there a reason why the M/F split was deemed material to the answer?

I will try to call you tonight to discuss this and the LB exercise. I hope your vacation was a restful one.

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Source: https://www.industrydocuments.ucsf.edu/docs/nylx0000

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